



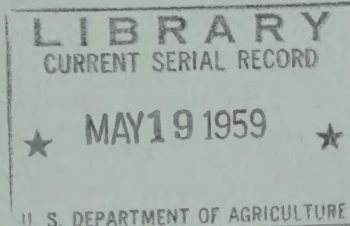
NODAK

CROP INSURANCE

NEWS

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE



1958 Edition No. 3

February 4, 1958

SALES - On Wednesday of last week we completed our series of sales meetings.

The agents in Supervisor Thexton's area are to be complimented because every one of them attended. We feel that everyone learned more about selling from the films and discussions that took place at all of the meetings.

However, it was a mystery to Area Director Anderson and myself why some agents failed to attend. These meetings were scheduled to help you. We had nothing to gain personally but you did. We wanted to show all of you how you could increase your income by making more sales through using proven sales methods. We put in extra hours of travel before and after meetings and the Corporation spent extra money to put on the meetings. Can it be that some did not attend because they don't care what happens to their business and haven't got the courage to tell the District Supervisor they can't make a go of it so he can find someone else? I hope not. In any event you missed a good meeting.

There are less than two months left of the 1958 sales campaign. Many of you have plans made and are making personal contacts. We saw sales aids developed by various agents that were very good. Many good selling methods were explained by agents who are actually using them. You are to be congratulated for the work you have done.

However, it was generally agreed that sales aids or plans won't get the job done. Those of you showing sales know it took work and plenty of it. You indicated to us that out-of-the-office contacts have to be made. Every salesman, regardless of what he sells, says the same thing. It takes contacts and more contacts to make sales. I hope that from now on all of you will be out in the field making the necessary contacts. You know that farmers are not coming in to sign applications. We must go after them.

I realize that in some cases illness will prevent you from getting out in the field but you should then have somebody else doing the job. Discuss your problems with the District Supervisor and he may be able to furnish some extra help.

North Dakota is on the spot insofar as our Headquarters Office is concerned with respect to sales. I have enough faith in our agents that once they start, a good record can and will be made. If we fail it will be mostly our fault and nobody else's. In some counties, sales were made during the summer and fall of 1957. That proves it can and is being sold. So from now until March 31 make contacts and more contacts. Think, Talk and Live sales.

ADVERTISING - The current issue of the Dakota Farmer is carrying another story

on Crop Insurance in North and South Dakota in addition to the ad. Agent Crockett has used the coupon plan in local newspaper advertising and has gotten some results. Hub Fulton is planning to use it in Richland county. Other agents have sent us copies of ads which are excellent.

RECONCILIATION OF ACCOUNTS - Please complete as soon as possible so that we can send out the letters in the near future.

GOOD NEWS - We have been advised that effective June 1, 1958 all checks issued by the Chicago Disbursing office (Indemnity, Agent's commission) will be stamped "Federal Crop Insurance Corporation."

CROPS COVERED AND CANCELLATIONS
(February 4, 1958)

SUPERVISOR SCHONBERGER'S AREA
(Wheat)

COUNTY	CANCELLED	COVERED
Bottineau	67	6
Burke	25	0
Divide	24	0
McHenry	40	8
McLean	54	2
Mountrail	111	2
Renville	39	0
Rolette	121	9
Ward	94	3
Williams	130	7
TOTALS	705	37

(FLAX)

Bottineau	10	5
McLean	29	0
Ward	50	6
TOTALS	89	11

(MULTIPLE)

Pierce	43	4
TOTALS	43	4

(BARLEY)

Williams	0	43
TOTALS	0	43

SUPERVISOR OLSON'S AREA
(Wheat)

COUNTY	CANCELLED	COVERED
Burleigh	93	2
Emmons	26	0
Kidder	36	1
Logan	62	7
McIntosh	50	2
Mercer	48	1
Morton	109	9
Oliver	19	0
Sheridan	82	4
Wells	114	3
TOTALS	639	29

(FLAX)

Emmons	11	0
Logan	41	11
McIntosh	10	0
TOTALS	62	11

SUPERVISOR ERICKSON'S AREA

(Wheat)

COUNTY	CANCELLED	COVERED
Cass	159	4
Griggs	29	79
Stutsman	132	35
Traill	57	4
TOTALS	377	122

(FLAX)

Cass	116	1
Stutsman	106	40
Traill	53	4
TOTALS	275	45

(MULTIPLE)

Barnes	70	17
Dickey	64	0
LaMoure	25	1
Ransom	59	0
Richland	101	6
Sargent	65	0
Steele	32	5
TOTALS	416	29

(BARLEY)

Cass	91	3
Traill	46	2
TOTALS	137	5

SUPERVISOR THEXTON'S AREA

(Wheat)

COUNTY	CANCELLED	COVERED
Benson	121	2
Cavalier	181	2
Eddy	58	15
Foster	33	16
Nelson	55	3
Pembina	72	7
Ramsey	190	3
Towner	144	3
Walsh	122	7
TOTALS	976	58

(MULTIPLE)

Grand Forks	57	2
TOTALS	57	2

(FLAX)

Benson	48	0
Cavalier	0	0
Eddy	30	4
Foster	20	12
Nelson	19	1
Pembina	22	5
Ramsey	31	0
Walsh	112	2
TOTALS	282	24

(BARLEY)

Cavalier	0	0
Pembina	7	5
Walsh	0	18
TOTALS	7	23

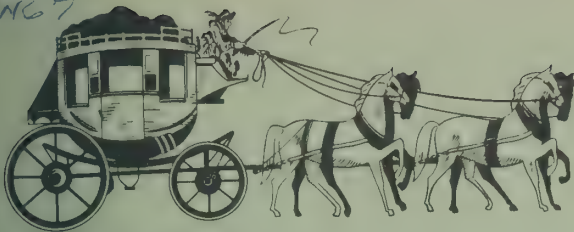
SUPERVISOR MARKEL'S AREA
(Wheat)

COUNTY	CANCELLED	COVERED
Adams	42	1
Billings	57	1
Bowman	58	1
Dunn	65	2
Golden Valley	75	1
Grant	42	0
Hettinger	68	0
McKenzie	64	0
Sioux	11	0
Slope	43	1
Stark	169	4
TOTALS	694	11

TOTALS ALL AREAS

COMMODITY	CANCELLED	COVERED
Wheat	3391	257
Flax	708	91
Multiple	516	35
Barley	144	71
TOTALS	4,750	454

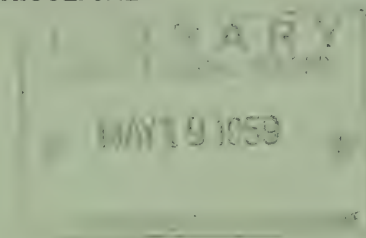
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NODAK CROP INSURANCE NEWS

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE



1958 Edition No. 4

February 17, 1958

SALES - The days are getting longer when you talk about daylight but when you think of selling the days are getting shorter and shorter. We are now into the final six weeks of the 1958 sales campaign. You know the number of potential buyers you have in your county. How many will you have to contact each day before the closing date? So far the weather and roads have been good but what will happen in March? Have we taken advantage of the winter we have had and made as many contacts as we should have? We know that if the contacts are made, sales will be made. This has been proven in the past and is again being proven, not only in North Dakota but in other States as well.

Your District Supervisor will help you by giving you ideas and suggestions that are working and using Corporation Salesmen in some cases. But, the number of salesmen is limited and so are the funds and that means that every agent must do most of the job himself or hire salesmen. Your compensation has been increased considerably since the agency plan started, with the intention that the increases be used to increase business through the use of more advertising and salesmen. Have you used the increases as intended?

VISUAL AIDS - Are you making the best possible use of the information that is available? Are farmers able to see the information that is contained, for example, in our summary of operations for the past year? Every agent should be able to post this information on a bulletin board or maybe under a glass cover on your counter. Have people see what you have to offer whenever possible. We can usually furnish more copies of any release, chart, etc. if you want them. What about pictures of hailed out or drowned out crops? If you have any use them. Your Supervisor will have more ideas on how to fix up displays in your office.

APPLICATIONS AND FORMS FCI-812-A - Please transmit as soon as possible so that we can audit and let the applicant know that he has crop insurance.

ACREAGE REPORTS - We will receive the new forms for use in wheat, flax and barley counties by about March 20. Therefore, we will hold up any orders for acreage reports. Multiple counties will use the same form as last year.

UNPAID PREMIUM CONTRACTS - Please review the listings of the contracts that will terminate if the past due amounts are not paid and advise us of any errors. Our records show that 439 wheat, 40 flax, 6 barley, and 220 multiple contracts will terminate if the accounts are not paid up by March 31. We just can't afford to lose that many more.

"No one has yet been able to perform the feat of keeping the mind and the mouth open at the same time."

CROPS COVERED AND CANCELLATIONS
(February 14, 1958)

SUPERVISOR SCHONBERGER'S AREA
(Wheat)

COUNTY	CANCELLED	COVERED
Bottineau	68	8
Burke	25	0
Divide	24	0
McHenry	40	18
McLean	54	8
Mountrail	112	2
Renville	39	1
Rolette	121	9
Ward	94	3
Williams	130	7
TOTALS	707	56

(FLAX)

Bottineau	10	7
McLean	29	7
Ward	50	6
TOTALS	89	20

(MULTIPLE)

Pierce	78	6
TOTALS	78	6

(BARLEY)

Williams	0	53
TOTALS	0	53

SUPERVISOR OLSON'S AREA
(Wheat)

COUNTY	CANCELLED	COVERED
Burleigh	93	2
Emmons	26	0
Kidder	36	2
Logan	62	11
McIntosh	50	2
Mercer	48	1
Morton	109	9
Oliver	19	1
Sheridan	82	5
Wells	114	4
TOTALS	639	37

(FLAX)

Emmons	11	0
Logan	41	14
McIntosh	10	0
TOTALS	62	14

SUPERVISOR ERICKSON'S AREA
(Wheat)

COUNTY	CANCELLED	COVERED
Cass	159	6
Griggs	29	79
Stutsman	132	50
Traill	57	4
TOTALS	377	139

(FLAX)

Cass	116	4
Stutsman	106	66
Traill	53	4
TOTALS	275	74

(MULTIPLE)

Barnes	142	23
Dickey	105	0
LaMoure	109	1
Ransom	98	0
Richland	154	11
Sargent	100	0
Steele	48	6
TOTALS	756	41

(BARLEY)

Cass	91	5
Traill	46	2
TOTALS	137	7

SUPERVISOR THEXTON'S AREA
(Wheat)

COUNTY	CANCELLED	COVERED
Benson	121	2
Cavalier	182	2
Eddy	58	19
Foster	33	16
Nelson	55	3
Pembina	72	8
Ramsey	190	13
Towner	144	3
Walsh	122	7
TOTALS	977	73

(MULTIPLE)

Grand Forks	129	4
TOTALS	129	4

(FLAX)

Benson	48	2
Cavalier	0	0
Eddy	30	6
Foster	20	12
Nelson	19	2
Pembina	22	5
Ramsey	31	9
Walsh	112	2
TOTALS	282	38

(BARLEY)

Cavalier	0	0
Pembina	7	6
Walsh	0	28
TOTALS	7	34

SUPERVISOR MARKEL'S AREA
(Wheat)

COUNTY	CANCELLED	COVERED
Adams	42	1
Billings	57	1
Bowman	58	1
Dunn	65	2
Golden Valley	75	1
Grant	42	0
Hettinger	68	0
McKenzie	64	0
Sioux	11	0
Slope	43	1
Stark	169	5
TOTALS	694	12

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TOTALS ALL AREAS

COMMODITY	CANCELLED	COVERED
Wheat	3,394	317
Flax	708	146
Barley	144	94
Multiple	963*	51
TOTALS	5,209	608

*The multiple count now includes the contracts that were terminated as no growers and poor risks for 1958.

